

The People  
Are  
With  
Us



# Keith-O'Brien

## The Christmas Store

### Sixteen Shopping Days

WHAT TO GIVE—WHERE TO GET IT—IS A SUBJECT UPPERMOST IN OUR MINDS RIGHT NOW. THEREFORE THIS STORE APPEALS WITH REASONABLE PRICES TO EVERYBODY—WITH EXHIBITIONS OF CHOICEST IMPORTATIONS—WITH RAREST DOMESTIC CONCEPTIONS—GRADUALLY THROUGH THE DIFFERENT ATTRACTIVE LINES TO THE INIMITABLE TOY—IN SUCH VARIED ASSORTMENTS AS TO MAKE SELECTIONS INTERESTING—NO STORE IS CLOSER TO THE PEOPLE.

#### Val Laces and Insertion

One-fifth less than the regular price is unusual at this time of the year. Val laces are desirable at this season because they are extensively used in Christmas trimmings, for instance in trimming handkerchiefs and making handkerchief corset covers. The sale begins Monday—20 per cent discount.

#### 20 per cent. Discount On Jet Trimmings

One-fifth less than you usually pay is certainly an inducement just before Christmas. All over jet which sells at \$6.00, \$6.00, \$4.50, \$3.25, and \$2.50—20 per cent discount.

A large assortment is shown in light and dark shades. These bands are used for trimming evening wraps and children's coats. Reductions: \$2.00 for \$1.50; \$1.00 for \$8.00; \$12.00 for \$9.00; \$2.00 for \$1.50; \$1.00 for 80 cents; 60 cents for 50 cents.

A nice line of handkerchiefs with embroidered edges, lace edges, hemstitched and embroidered are offered at 15 cents.

#### Handk'fs

Handkerchief centers, worth up to 25 cents for 15 cents. Kimono Handkerchiefs—Special sale, 3 for 25 cents. They are used for making pillows and kimonos.

#### LADIES' TAILOR-MADE SUITS.

Notably suits in plain chevrons and fancy mixtures; short, medium and long length jackets; very full plaited skirts; sizes 32 to 42. Regular \$12.50 to \$22.50 for—

**\$13.75**

#### NEW SUITS OF MANNISH MIXTURES.

The new browns and also black and blue. Some of these have been in our stock only a few days. All sizes, \$22.50 to \$35.00, for—

**\$19.75**

#### NOVELTY SUITS.

About 20 in all. These are made of the season's choicest materials, domestic and imported. Tweeds and chevrons; some with the new vest effect; others tight and loose back; the skirts are full and plaited. All sizes, \$22.50 to \$37.50, for—

**\$27.50**



**W**E ARE used to the regulation toy. The halcyon days of our childhood is recalled and many of the toys of those days are the toys of today. And yet many inventions give to the children of the present generation new and modern toys. In the selection of the extensive stock it was the constant aim to include all of the new as well as the old toys. Children take to new things readily—their little hearts swell and their eyes beam at the toy of the season, just as they are delighted with the one that never grows old.

Our Basement Section is a veritable Toy-Land, the massing together of toys on larger scale than has hitherto been attempted in Salt Lake.

While this store appeals to the youngest it likewise appeals to the grown-up. Toys for the children—sedate articles for the matured ones. Speaking of the latter class of presents—they are here for everybody—in such endless profusion that it becomes a delight to visit the store and view the manifold Christmas gift things.

Gift-goods in immense assortments—and the great throngs are already eagerly examining them.

In presenting these large assortments of holiday goods the merits of the world have been drawn upon for the best things they produce.

Men's furnishings are acceptable at all times—and this section in our store presents a hundred suggestions.

There is bric-a-brac in the basement—and it covers a multitude of charming gift-articles.

## RICH EVENING GOWNS.

FIFTY HANDSOME EVENING GOWNS, BEAUTIFUL PRINTED CREPE DE CHINES, BROCADE AND PRINTED CHIFFONS AND MOUSLINE DE SOIES; PINE APPLE TISSUES, SPANGLED AND BEADED NETS, LACE ROBES, SPANGLED ROBES IN BLACK AND COLORS; NET AND LACE ROBES, CREPE DE CHINE AND LACE ROBES; LACE AND BATISTE ROBES, BROCADE SILK, ETC., AT ABOUT ONE-THIRD OF THEIR VALUE—ABOUT TWO-THIRDS REDUCTION, IF YOU PLEASE.

BARGAINS OF THIS KIND IN MAGNIFICENT GOWNS SOME TIMES BECOME POSSIBLE. FORMER PRICES AND EVEN COST ARE DISREGARDED. WE SIMPLY WANT TO CLOSE OUT THE LINE. WE INVITE YOUR INSPECTION.

#### CREAM NET AND LACE ROBES.

Sold from \$20.00 to \$22.50, choice for—

**\$12.50**

#### NET ROBE, a beautiful white, exquisitely trimmed in valenciennes lace.

Former price \$15.00 for \$25.

#### JACQUARD CHIFFON PATTERN SUIT, sold for \$30.00.

These imported, open work, charming net effects, in blue, black and cream, sold for \$27.50 pattern.

#### PRINTED JACQUARD TISSUE.

These imported, open work, charming net effects, in blue, black and cream, sold for \$27.50 pattern.

#### EMBROIDERED POLKA DOT CHIFFON, also colored spangled chiffons, sold for \$20.00—choice of any above for—

**\$19.50**

#### A HANDSOME VENICE lace trimmed embroidered gown—\$40.00 for \$17.50.

CREAM NET AND LACE ROBES and black spangled Robes, worth \$25.00 to \$30.00—for \$7.50.

#### PRINTED WARP CREPE DE CHINE, sold for \$45.00 a pattern.

PRINTED WARP CHIFFON SATINS, sold for \$45.00.

#### EMBROIDERED CHIFFON, sold for \$50.00.

PRINTED AND EMBROIDERED MOIRÉS DE SOIE, sold for \$50.00.

Lace Robes, fancy net Robes, sold from \$25.00 to \$40.00, choice of any of above for—

**\$15.00**

#### Rich black Net Robe, elegantly trimmed in black lace, sold for \$65.00, sale price \$25.00.

Four stylish spangled and lace Robes in blue black and white, sold for \$65.00, \$70.00 and \$80.00, sale price \$35.00.

\$80.00 \$100.00 and \$110.00 Lace Robes for \$45.00.

#### MOUSLINE DE SOIE in a pretty Opalescent head design, very handsome, sold for \$28.00.

Spangled Net Robes, sold for \$40.00.

Untrimmed Batiste Robes, with embroidery insertion, sold for \$35.00.

Lovely Net Robes, cream and black, \$35.00 and \$40.00, for—

**\$15.00**

**A**N OLD and honored gentleman arrived in this City Saturday morning while it was still dark. The story goes that his advent into the City of the Saints was heralded by the tinkling of scores of little silvery bells. The crack of his whip and a patter likened unto the fast tread of numerous reindeer discernible a-far off by late retirers and early risers. The story may or may not be true. We never misrepresent.

Certain in this fact: An old gentleman of pleasant smile and an apparent happy nature, with flowing white beard and a toy-laden sack upon his shoulders, garbed in fur cap and heavy overcoat, took up his abode at our store. Somehow the news of his coming had leaked out, and all day long eager friends poured in to greet him, to linger around him and to listen to narratives charming and fluent. The throngs about him were mostly children, though many grown-ups were close upon his heels. The latter he heeded not; it was to the little ones, animated to a point of ecstasy, that the venerable gentleman gave attention.

## Gloves For Christmas

**A** BOX OF GLOVES is certain to please her. A dozen presents might not give the infinite satisfaction certain to be accomplished with a box of fine gloves. We have bought specially for Christmas. The lines are the best. In the assortment you can find all of the leading makes.

EVENING GLOVES—A fine suede 20 and 24 button lengths, in black, white, pink, light blue and tan, regular \$3.00, \$3.50 and \$4.00 qualities. We are closing them out at \$1.75.

Ladies' superfine Cashmere 2-clasp, in dark greys only, 5½, 6, 6½ sizes, regular \$1.25. Special sale price 67c.

## DRAPERY MATERIALS.

7½ cents a yard for figured satins, 36 inches wide, reduced from 15c.

10 cents a yard for striped serims, 6 colorings, reduced from 20c.

12½ cents a yard for Bengal cloth, reduced from 25c.

22½ cents a yard for Grenadine (stippled) drapery, reduced from 35c.

35 cents a yard for China silk, plain and figured, reduced from 50c.

7½ cents a yard for large size silk cord for pillow edges, reduced from 15c.

5 cents a yard for heavy cotton cord, all colors, reduced from 10c.

10c each for 15 inch extension rods.

20c each for 54 inch extension rods.

The a yard for figured cottons, reduced from 12½ and 15c.

10c yard figured denims, reduced from 15c.

15 cents a yard for figured burlap, 36 inches wide, reduced from 20c.

15 cents a yard for English bobinet, 36 inches wide, reduced from 25c.

25 cents a yard for English bobinet, 54 inches wide, reduced from 35c.

\$2.50 to \$5.50 Portieres for—

A large assortment of rope Portieres suitable for halls and folding doors.

These portieres are marked to sell at \$2.95, \$4.95, \$5.50. They are made of the best velvet material, the colorings being excellent. We intend closing out the entire stock at \$2.00 each.

#### IRON BEDS.

\$3.00, full size, reduced from \$4.75.

\$2.50 iron bed, full size, from \$3.50.

\$5.00 iron bed, full size, from \$8.75.

\$11.50 iron bed, full size, from \$15.50.

\$20.00 iron bed, full size, from \$25.00.

BRASS BEDS.

\$26.00 reduced to \$17.50.

\$17.50 reduced to \$10.00.

\$75.00, reduced to \$35.00.

## GIFT HOSE. Dainty and Desirable.

Exquisite hosiery is a dream. The woman never lived who did not treasure such a present. Men may buy this and that but they never fail to please the woman who is close in their affections when Christmas hose is selected. There are several young ladies in the section who can advise you as to what is best to buy. They know style in hosiery and they insist that our lines surpass any Christmas stock they have been previously associated with. It is impossible to give a clear idea of these beautiful requisites but suffice it to say they are all that the heart can wish for. If you are at all interested in a fine exhibit of hosiery—considerably out of the usual in their very excellence—it will be a pleasure to show the goods to you.

The lines of fancy hose in silk and silk are especially neat for presents. One design is black, embroidered in colors and the prices are from 50 cents up. Navy blue with lace boot, silk embroidered at 25 cents makes a pretty present. Fancy colored hose from 65 cents and up are nice enough for most ladies. Large assortments are shown in silk in the delicate shades—silk clocked and double heel and toe.

## WAISTS.

Striking Bargains in Waists. Many reduced lines. It is said we carry the finest selections—the nobbiest styles—in the city.

\$1.65 Waists for . . . \$ .95

6.50 Waists for . . . 3.95

3.50 Waists for . . . 2.45

6.50 Waists for . . . 4.95

A big trade is enjoyed on Silk Waists. Our lines are exceptional.

## Bargains In Our Basement Section.

#### A COSY CORNER AT HALF THE PRICES.

A splendid opportunity for those who wish to put in a cosy corner—and why not you profit by this great offering? We have the largest assortments of Oriental Goods shown in Salt Lake.

\$3.00 Grecian Heads reduced to \$1.50

\$2.50 Grecian Heads reduced to \$1.25

\$2.00 Grecian Heads reduced to \$1.00

#### ORIENTAL DRAPE.

\$1.00 Oriental Drape, reduced from \$2.00

\$1.50 Oriental Drape, reduced from \$3.00

\$1.75 Oriental Drape, reduced from \$3.50

\$2.25 Oriental Drape, reduced from \$4.50

\$4.50 Oriental Drape, reduced from \$9.00

\$5.50 Oriental Drape, reduced from \$11.00

\$6.88 Oriental Drape, reduced from \$13.75

#### SHIELDS AND ARMOR.

\$7.75 Reduced to \$3.88

\$6.50 Reduced to \$3.25

\$4.00 Reduced to \$2.00

\$3.00 Reduced to \$1.50

#### ORIENTAL FANS.

Oriental Fans, 65c, reduced to 25c

Oriental Fans, 35c, reduced to 17½c

Indian Pouches, \$1.50, reduced to 75c

Indian Bracelets, 75c, reduced to 37½c

#### PICTURES.

Framed pictures for every room in your house, at just half prices.

\$1.25 Reduced . . . 65c

\$2.50 Reduced . . . 1.25

\$2.00 Reduced . . . 1.00

\$4.00 Reduced . . . 2.00

\$5.00 Reduced . . . 2.50

\$5.50 Reduced . . . 2.75

\$6.50 Reduced . . . 3.25

\$7.50 Reduced . . . 3.75

\$10.00 Reduced . . . 5.00

\$14.00 Reduced . . . 7.00

#### RUFFLED NET CURTAINS.

\$1.00 pair reduced from \$2.00

\$1.50 pair reduced from \$3.00

\$2.25 pair reduced from \$4.50

\$2.75 pair reduced from \$5.50

#### NOTTINGHAM CURTAINS.

55c pair from \$1.25

95c pair from \$2.00

\$1.25 pair from \$2.50

\$1.50 pair reduced from \$3.00

\$2.50 pair from \$5.00

\$3.25 pair from \$6.50

## Boys' Suits.

TWO LINES ARE RIGHT NOW ATTRACTING THE ATTENTION OF MOTHERS—NOT BECAUSE OF THE REDUCTIONS ALONE BUT BECAUSE THEY COME TO THE ATTENTION OF MOTHERS THIS SEASON.

THE \$3.50, \$3.75 AND \$4.00 SUITS ARE OFFERED AT \$2.95.

THE \$4.50, \$4.75 AND \$4.95 SUITS ARE LOWERED TO \$3.95.

THE SUITS POSSESS STYLE WEAR WELL; HOLD THEIR SHAPES; AND THE MATERIALS ARE EXCELLENT.

#### Special Prints.

250 pieces of Best Calico Prints, in navy blues, blacks and silver greys, at, only . . . 5c

#### Table Linen.

Last week's lively selling of Table Linens has left quantities of short lengths, which will be again reduced in price. Napkins in half-dozen lots at equally low prices, as low as \$1.75, and down to 40 cents for a half dozen. Remnants of crapes, all lengths, all kinds, all prices, cheap.

#### Hungarian Embroidery.

We have a small lot of these goods, probably 100 pieces, that will be closed out at one-third off the price—round and square pieces, and cushion covers.

#### REMNANTS.

A remnant sale at the Domestic counter, where values cut no figure, is now in progress. The lot includes Gingham, Chevrons, Scotch Flannels and Fine Waistings, and the offering is at last price.

#### Outing Flannel.

We will offer this week 75 pieces of Outing Flannels in choice designs of stripes and checks, pinks, blues and grey colorings, worth 9 cents at the very low price of . . . 6½c

#### Apron Lengths.

Apron Lengths in apron lengths—40 inches wide, with satin and lace borders, with sufficient goods for a large apron—will close the lot of about 300 at the price of 20c each, SCARCELY HALF THE VALUE.

#### COMFORTS.

This is our second big sale of Comforts and Blankets. The amount of goods that disappeared at the first sale was exceptional. We were compelled to buy another lot. These are now here. In some instances the prices are lower than at the first sale.

#### OUR OWN COMFORTS.

Our own make, laminated cotton filling, cores with very handsome Silk-olice and Satine—extra large size, and neatly made. The reductions are liberal:

Our \$2.00 grade . . . \$1.50

#### Our Own.

Our \$2.50 grade . . . \$1.75

Our \$2.75 grade . . . \$1.98

Our \$3.00 grade . . . \$2.25

Our \$4.00 grade . . . \$3.15

Our \$4.50 grade . . . \$3.50

Our \$6.00 grade . . . \$5.00

#### BLANKETS.

Cotton Blankets, gray, 49c

Cotton Blankets, gray, 98c

Cotton Blankets, gray and tan, worth \$1.65, 1.25

Cotton Blankets, gray, worth 75c, 59c

Cotton Blankets, tan, worth \$1.50, \$1.15

Cotton Blankets, gray or white, worth \$2.00, \$1.15

Cotton Blankets, all white, worth \$1.10, 75c

Cotton Blankets, all white, worth \$1.10, \$1.00

#### BLANKETS.

Gray and tan wool Blankets, worth \$7.50, \$6.00

White wool Blankets, worth \$4.50, \$3.50

Fancy plaid Blankets, worth \$10.00, \$7.50

Cotton Blankets, white, worth \$1.50, \$1.25

Gray Wool Blankets, worth \$5.00, \$4.00

Mottled wool Blankets, worth \$6.50, \$5.00

White Wool Blankets, worth \$6.50, \$5.00

Tan Wool Blankets, worth \$6.50, \$5.00

Square Shoe Sale Starts Monday.

# KEITH-O'BRIEN COMPANY